

FSC-105-B

ROU Brief - 6/24/98

For: AVP/RSM/RBM/ROM/KAM/AM/DM/RM/AE/MC/PC/PRC/SC

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RETAIL PROGRAMS

➔ "No Bull 5" Fourth Round DSD Materials

(Contact: Lori O'Connor, #3019)

- Ensure "No Bull 5" materials are placed in specified Partners accounts in a timely manner for Darlington 9/7/98 and Talladega 10/11/98 races.
- Shipments will begin arriving at retail on 8/3/98. Materials should not be placed prior to 8/3/98 due to Brickyard race on 8/1/98.
- Kits will be shipped to segments: GS, CN, LQ, SF, TB, OH, RS, BI, CS.
 - Accounts must have a contract.
 - Any volume level will be shipped.
- Kit contains:
 - WINSTON Easel Card w/Tear Pad
 - Ballots
 - WINSTON Paster
 - Letter to Retailer
- Sell sheets for this DSD are located in Roadside Assistance.
- Additional kits available for order on 7/27/98, Item #546134 (1/SKU)

SYSTEMS

➔ Retail Promotion Tracking - Mercury Updates

(Contacts: Technical Questions-RJR Hotline, User/Data Questions-Your Region Business Manager)

- Reminder: Retail Promotion Tracking Reports now available in Mercury (see FSC-106-B for details).

➔ Changes to Price Gap folder in Account Management

(Contact: Tim Swoope, #5503)

- Price Gap folder in Account Management will be modified effective 7/6/98 as a result of our new state pricing strategy.
- Retail Reps should continue to select "Product Types Sold", either packs and/or cartons, and input pricing information
- "Recommended Discounts" screen will be eliminated.
 - With this change, Retail Reps will no longer have to view recommended discounts or overtype recommended discounts based on actual activity in account.
- Further changes to the Price Gap folder will be communicated as we continue to transition to the new state pricing strategy.

TRADE MARKETING

➔ Historical Report M70 - Merchandising Table

(Contact: Lucinda Sheer, #2619)

- Merchandising Table
 - New report "7/2/98 Merchandising" will be in M70 print function of SIS to assist Field Sales in reviewing historical merchandising info.
 - Report will allow you to view status of Merchandising Table before it is "cleaned" on 7/3/98.
 - Additional details to follow.

➔ New In CAPS: Out-of-Stocks Study

(Contact: Marc Kruth, #0688)

- Slide #32 added to C-Gas Gatefold in CAPS.
- Slide recaps in depth out-of-stock study conducted by Convenience Store News.
- Although no tobacco company sponsored this study, the tobacco category proved to be most costly to retailers when consumers find out-of-stocks and/or brand distribution voids.
- This slide summarizes 26-page study that will be sent to Field Sales soon.

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To: Noonan, R, Alessandra, C, Battle, Herbert, Ridge, Robert, Burrows, Robert, Smith, Richard A., Cote, Raymond A., Norris, Chuck H., Sheft, S N., Macleod, Stephen, Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Miller, D S., Whiting, James R., McGowan, Richard J., Patterson, David P., Davis, Robert J., CHICcarelli, John J., Doak, Donna L., Smith, P E., Pianowski, Robert J., Wallon, Laura J.

From: 1610 - Buffalo ROU (BRZEZIE)

Posted: 6/29/98 9:26

Opened: 6/30/98 10:31

Subject: FWRD: ROU Brief (FSC-105-B, 6-24-98)

forwarding the following - a copy will be sent to all RR's in this week's mailing.....

===== <Forwarded Letter> =====

From: Davis, Carla C.
To: 1610
Subject: ROU Brief (FSC-105-B, 6-24-98)
Posted: 06/29/98 08:23
Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 Transport) IPM.Microsoft Mail.Note

From: Davis, Carla C.
To: 1000 - North East Sales Area

1100 - Boston Region
1110 - Boston ROU
1140 - Boston Chain
1200 - New York Region
1210 - New York ROU
1240 - New Jersey Chain
1244 - New York Chain
1300 - Philadelphia Region
1310 - Philadelphia ROU
1340 - Philadelphia Chain
1600 - Buffalo Region
1610 - Buffalo ROU
1642 - Syracuse Chain
1645 - Buffalo Chain
1700 - Pittsburgh Region
1710 - Pittsburgh ROU
1740 - Pittsburgh Chain
1742 - Harrisburg Chain
1744 - Cleveland Chain
1800 - Cincinnati Region
1810 - Cincinnati ROU
1840 - Cincinnati Chain
1842 - Louisville Chain
1844 - Columbus Chain
1846 - Indianapolis Chain

Agner, Edward
Belniak, Mike
Bomgardner, Denny L.
Burke, Helen
Casabella, T
Cole, Carissa M.
Coleman, Brian
Cook, Bruce A.
Divito, Patrick
Dobrowolski, R E.
Duszynski, R
Evanchik, A. E.
Fitzin, Thomas J.
Fricke, R H.

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CC: MacWilliams, Lori

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